

An Introduction

Module 4: Using the Manual

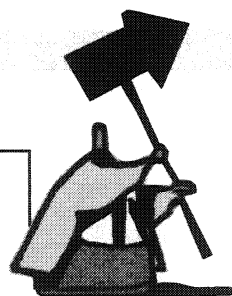
Step Up and Step Out by using the manual!

What the manual provides:

- ♥ Tools, tips, and examples for communities wanting to increase opportunities for healthy choices
- ♥ Guidelines for coalition building
- ♥ Suggestions for identifying community needs, developing plans, initiating actions, and recognizing success
- ♥ Tips for creating environmental changes with a focus on nutrition education, physical activity and school meals
- ♥ Guidelines for “linking” different community or school groups

Something for everyone!

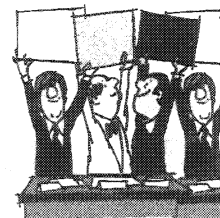
1. **For a school-based community initiative:**
In the initial stages of coalition building, go through each chapter in the sequence given.
2. **For building other types of coalitions:**
Chapters 1, 2, 3, and 7 will be most helpful.
3. **For healthy eating and physical activity environmental change actions:**
Use Chapters 4, 5, and 6 for ideas and examples along with tips for linking components.



A focus on components

It will be important to keep the component goals in mind, during each step of the process. Copy the next page and keep it handy as you plan to **Step Up and Step Out!**

Community Coalition



1. Develop a community coalition to identify the needs of the community and establish actions that can be sustained
2. Increase opportunities for healthy choices by involving the community everywhere children live, learn, and play
3. Work together to provide a consistent healthy message

Nutrition Education



1. Increase education in schools and in the community while increasing opportunities to make healthy choices
2. Implement nutrition education curriculum in school that can be integrated into other core subjects, such as math, science, and English
3. Enhance knowledge and skills through fun, behaviorally based nutrition education, to increase the potential for healthy eating choices

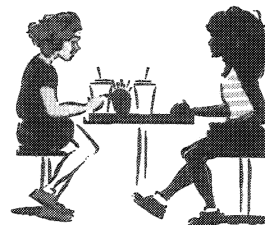
Physical Activity



1. Increase the opportunities for physical activity throughout the school and in the community
2. Support a non-competitive atmosphere
3. Promote life-long physical activity skills and behaviors

School Meals

1. Provide healthy, attractive menu choices meeting USDA guidelines of no more than 30% percent of calories from fat with emphasis on increasing grains, fruits, and vegetables
2. Involve students in making changes
3. Provide recognition for food service actions



symbols used in the Manual,

Symbols used to denote key points in the manual are shown below.



Look for this symbol to take *an important step*

The footstep symbols denote a **Step Up and Step Out** to make a difference for the health of our children.



Look for this little guy for lots of great ideas

This symbol denotes examples of actions that have been taken in other communities. It symbolizes a person who has **Stepped Up and Stepped Out** to make a difference for the health of our children. The examples provided give you great ideas...look carefully for this symbol!



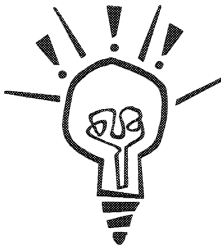
This pencil at the top of page indicates a helpful handout sheet



This symbol highlights a “key” point



Look for this symbol for an “extra practice” activity to sharpen your skills even more



Module Tip:

A module tip will be found at the end of each module. The tip summarizes a key idea from the module.

FAQs:

- **Question:** What is the purpose of this box?
Answer: It answers “frequently asked questions” (FAQs) at the end of each module.

Module Glossary:

Module Glossary: A glossary of terms located at the end of each module.

Action Worksheets



Complete action worksheets to guide the initiative.

Action worksheets need to be completed at each point they are available to provide opportunities for your coalition to practice skills discussed within the module, or guide coalition building and action planning. Copy these sheets in advance of coalition building sessions for participants to use. Additional copies of the form are found in the Appendix under “Forms.”

Recommended resources



References and Resources

References and Resources are found within the text or at the end of many Modules (chapter sections).

An overview of manual contents

Introduction

- Create awareness of eating and activity problems
- Step back in time to understand the concept of Step Up and Step Out
- A summary of steps for developing a school-based community initiative
- How to use the manual and an overview of chapter contents

Chapter 1: Building a Coalition

The modules in this chapter deal primarily with getting your coalition set-up. Building good structure is an important step. It is difficult to plan actions with good results when there is little or no organization.

- Recruit members and build coalition awareness
- Build a structure for your coalition
- Plan meetings for positive results
- Build teamwork for a strong coalition

Chapter 2: Action Planning

Action planning can begin once coalition structure is determined. Completing each step of action planning is important for membership recruitment and longevity; and helps ensure success. It is suggested that action planning follow the sequence of steps given.

- Set-up listening sessions to gather community information
- Conduct a review of the community for programs, events, resources, and facilities
- Identify resources for future action planning
- Use tools to organize information and plan your actions
- Take steps to develop action plans by creating a vision, mission, strategies objectives, and actions
- Find ways to measure the results of your actions and determine success

Chapter 3: Marketing

Marketing is one of the most important action steps you can take. This chapter gives you details on *M-and-M's* (marketing and modeling)! Use this chapter to:

- Identify why marketing is key to the success of the coalition's goals
- Create awareness and interest
- Promote activities
- Model or demonstrate healthy choices
- Develop marketing actions based on the action plan developed in Chapter 2

Chapter 4: Nutrition Education

The chapter is full of ideas and suggestions for planning nutrition education actions. Use the information in this module to plan action steps that relate to the objective(s) the coalition has identified for nutrition education.

- Separate nutrition facts from fiction, and identify the benefits of healthy eating choices
- Develop and support environmental changes involving nutrition education
- Provide nutrition education in the classroom
- Link the classroom to other **Step Up and Step Out** components (Community, Physical Activity, and School Meals)
- Market nutrition education and model healthy eating choices

Chapter 5: Physical Activity

Ideas and suggestions for planning physical activity actions.

- Create awareness for the need to increase opportunities for physical activity
- Increase opportunities for physical activity throughout the community
- Increase physical activity in school
- Link physical activity opportunities with school food service, the classroom, and families
- Market and model physical activity

Chapter 6: School Meals

Ideas and suggestions for planning school meal actions.

- Create community awareness of the importance of school meals
- Develop and support environmental changes involving school meals
- Provide school meal activities
- Link school meals to other components
- Market school meals

Chapter 7: Sustaining the Initiative

The coalition should build and plan for sustainability from the very beginning by recognizing key factors.

- Marketing
- Action planning
- Communication
- Modeling
- Identifying results
- Celebrating success
- People—recognition, respect, roles, relationships, and rewards

Appendix

- Resources
- Glossary
- Forms
- Historical Perspective



Off to the right start

Should Program Planning Begin Now?

There is a tendency in the early stages of coalition building to want to begin programs before the planning process is complete. It takes a while however, to get organized, and an organized plan is important. Without organization, you risk ineffectiveness and burnout.

Before you can begin working toward goals, there needs to be a consensus about what those goals are! Without clearly defined goals it is difficult to see the results of your efforts. It is strongly suggested you take all of the steps outlined for the ***greatest success!***